

THESE MEETING MINUTES ARE A DRAFT AND HAVE NOT BEEN APPROVED BY THE  
COUNCIL

**SMSAC Meeting Minutes  
July 3, 2007, 10:40 a.m.**

Meeting called to order at 10:40 a.m. Jean Cooper presiding.

Roll call of attendees

Jean Cooper, P.J. Janik, Don Orton, Steve Musgrave, Richard Fimbres  
Sheila Robinson, Chair, excused

Review the minutes of February 16, 2007

Council in agreement those minutes can be approved. Motion made to accept the minutes and all were in favor.

Introduction: Mr. Brian Schneider, Assistant Attorney General, Arizona, Transportation Section

Mr. Schneider is legal advisor to the Department of Public Safety and GOHS. Mr. Schneider explained that his role is to advise the council regarding statutes and laws pertaining to Council activities and to advise the public by explaining the law. If council needs to solicit any issues or legal advice, it would need to go through the process of an executive session. The council operates under the Open Meeting Law and the intent of that law is to give the public an opportunity to attend Council meetings and to voice their opinions during 'call to the public' portion of the meeting, but that there should be no discussions (questions and answers) back and forth. The public is entitled to get a copy of the minutes.

State Motorcycle Fund

As of July 1, 2007, the balance is \$175,787.25. GOHS will review Council accomplishments with regard to the fiscal year. GOHS will utilize the NHTSA motorcycle safety assessment recommendations, Council achievements and 2010 Grant criteria to create a budget for the next year. Documentation of compliance with 2010 Grant criteria for the second year is due on August 20<sup>th</sup>. Terry Rutan, GOHS, and Ms. Cooper are working on the submission. Motion was made to accept the budget report and everyone was in favor.

NHTSA Motorcycle Safety Assessment: Richard Fimbres, GOHS

Experts from NHTSA interviewed Council members, representatives for DPS, rider organization representatives, rider trainers regarding motorcycle safety issues in Arizona during the week of June 10<sup>th</sup>. At the end of the week, the NHTSA review panel provided a draft of recommendations to improve motorcycle safety in this state. A response will be developed by GOHS within the next few weeks. The Final Recommendations will be published by fall. The Final Recommendations will be made available to the public on the GOHS website. The Council will use the recommendations as a guide for immediate and long term planning. The recommendations will also be shared with key. The areas included in the NHTSA Safety Assessment were: program management, motorcycle personal protection equipment, operating licensing, education and training, operations under the influence of alcohol and drugs, legislation and regulations, law enforcement, highway engineering, awareness programs and communication programs.

2010 Grant Submission

As mentioned during discussion of State Motorcycle Fund, GOHS staff, in collaboration with the Council, is working on submission for funding regarding motorcycle safety activities. This submission is a follow up to the original grant, received in 2007, and document activities which demonstrate compliance with the grant criteria. Terry Rutan from the Tucson office of GOHS is working with Ms. Cooper to develop the grant submission which is due August 20<sup>th</sup>. Last year Arizona received \$104,000. Generally, each subsequent year of a grant is less than the previous year. So, the lesser amount should be considered when

developing a budget for 2008. When we talk about budgets, we need to start looking at what we're going to do with (a) state funding and (b) federal funding.

#### May Safety Campaign (billboards, radio, press conferences, packet to legislature and others, events)

Bozell, a marketing company was selected to provide services regarding motorcycle safety public awareness campaign following the rigorous bidding process established by DPS. The Campaign includes full size and small billboards both in Spanish and English throughout the state at various sites, some of which will stay up until October. Arizona has been recognized nationally for a job well done with this campaign by NHTSA, MSF and the National State Motorcycle Safety Administrators Association. The idea of the campaign is to get motorcycles and motorcycle safety noticed. The campaign included billboards, radio PSA, newspaper inserts and posters for handout. Members of the motorcycle community were interviewed on TV channels 3, 10, 12, and 15 reporting on motorcycle safety as well. A complaint was made on a billboard not being accurate in Mayer, AZ. Additionally, an information packet regarding Council accomplishment was sent to each legislator, as well as rider organizations and motorcycle dealers throughout the state. There has been communication regarding the safety campaign within the rider community through email, website poll and articles in rider publications. The idea of a campaign is to get people to notice an issue and talk about it. This campaign accomplished its goal.

An event evaluation, which would provide feedback regarding safety event, was developed and approved last Council meeting. The evaluation was to be completed and returned to GOHS by any organization or individual who gathered materials from GOHS to support their event. Only one evaluation has been received so far. Review of the evaluation form and process was deferred until next meeting.

#### Old Business

Follow up on RFP's for motorcycle safety events: DPS is the control point for the funding of motorcycle safety events. A request document is needed to be formatted to be acceptable to DPS. Discussion regarded progress on the formatting of the request, which has not yet been completed. This item is deferred until next scheduled meeting.

Process for input from public during Council meetings: Mr. Musgrave suggested that the public give input to the items on the agenda, as they come up, before the Council votes on them, and still have the call to the public at the end of the meeting. Ms. Cooper suggested that Council members listen to the public input between meetings at any time. The meeting minutes are posted in a timely manner so the public can review them and provide input between meetings. The agenda is posted prior to meetings so the Council members can prepare for discussion and voting regarding agenda items. The decision on this item is deferred until ALL Council members are present.

#### Call to the Public (three minutes limit for each speaker)

Mark Weiss, Chester's Harley Davidson Riders Edge Program Director discussed his thoughts on motorcycle crashes and offered positive input regarding May Safety Campaign and suggested that safety campaign in U.K. is example of effective activities.

Bobbi Hartmann, Lobbyist for ABATE of Arizona, asked that budget be discussed by line item in addition to providing total amount remaining. She requested that budget be clarified and made available to Council members at meetings, as well as posted on website for public view. Ms. Hartmann also asked where she could find 2010 Grant criteria. Ms. Hartmann complained about billboard campaign not following schedule.

Betty McDonald, MMA, discussed event evaluation process. She also asked for clarification on information packet that went to legislature. Brad Currey, MMA, asked for great input from public regarding motorcycle safety in Arizona.

#### Open Discussion

Mr. Fimbres complimented Arnie Cuellar, Patricia Arteaga and La Retta Lehan of GOHS for the fine job they did on supporting the NHTSA Motorcycle Safety Assessment.

Mr. Musgrave asked that any items produced by the GOHS regarding motorcycle safety, especially if listing Council members, be brought to Council attention before distribution.

Action items for next meeting listed: Final Assessment Recommendations on website for fall. Revisit meeting format again, expanded budget presented at each meeting, with printed documents to each Council

member, 2010 Grant Submission for 2008, future funding sources – discussion regarding raising registration fee, RFP for safety events process.

Thank you to Mr. Schneider for attending today's meeting with invitation to attend all meeting

Next scheduled meeting:

Monday, August 6, 2007, 10:30 a.m.